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To:	Examiner Jean D. Janvier	From:	Timothy N. Trop
Company:	US Patent Office	Date:	September 18, 2006
Fax:	(571) 273-8300	Pages:	8 (including cover sheet)
Your Re:	09/690,512	Our Re:	ITL0482US

Urgent **For Review** **Please Comment** **Please Reply** **Confirm Receipt**

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants:	Eric C. Hannah, et al.	§	Group Art Unit:	3622
Serial No.:	09/690,512	§	Examiner:	Jean D. Janvier
Filed:	October 17, 2000	§	Attorney Dkt. No.:	ITL.0482US P10030
For:	Ensuring that Advertisements are Played	§	Assignee:	Intel Corporation

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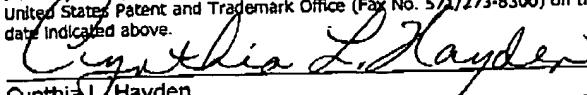
REPLY TO FINAL REJECTION

Dear Sir:

In response to the final rejection mailed August 29, 2006, reconsideration is requested in view of the following remarks.

A current listing of the claims is attached. No amendments were made.

Date of Deposit: September 18, 2006
I hereby certify that this document is being facsimile transmitted to the United States Patent and Trademark Office (Fax No. 571/273-8300) on the date indicated above.



Cynthia L. Hayden